

***Juice*, Tupac Shakur and Hip Hop's Gangsta Turn**

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AFPRL 290: Hip Hop History and Culture

***Juice* (1992) production**

- Ernest Dickerson: First film as director
 - *Krush Groove* (cinematographer)
- Musical score by Hank Shocklee and The Bomb Squad
 - (Public Enemy's production crew)

Film elements

- Turn to focus on gangster elements and in culture
- Steel represents “old school” hip hop
- Bishop (Tupac) represents emerging hip hop tendency
- Bomb Squad (of PE fame) production of soundtrack

Hip Hop film Context

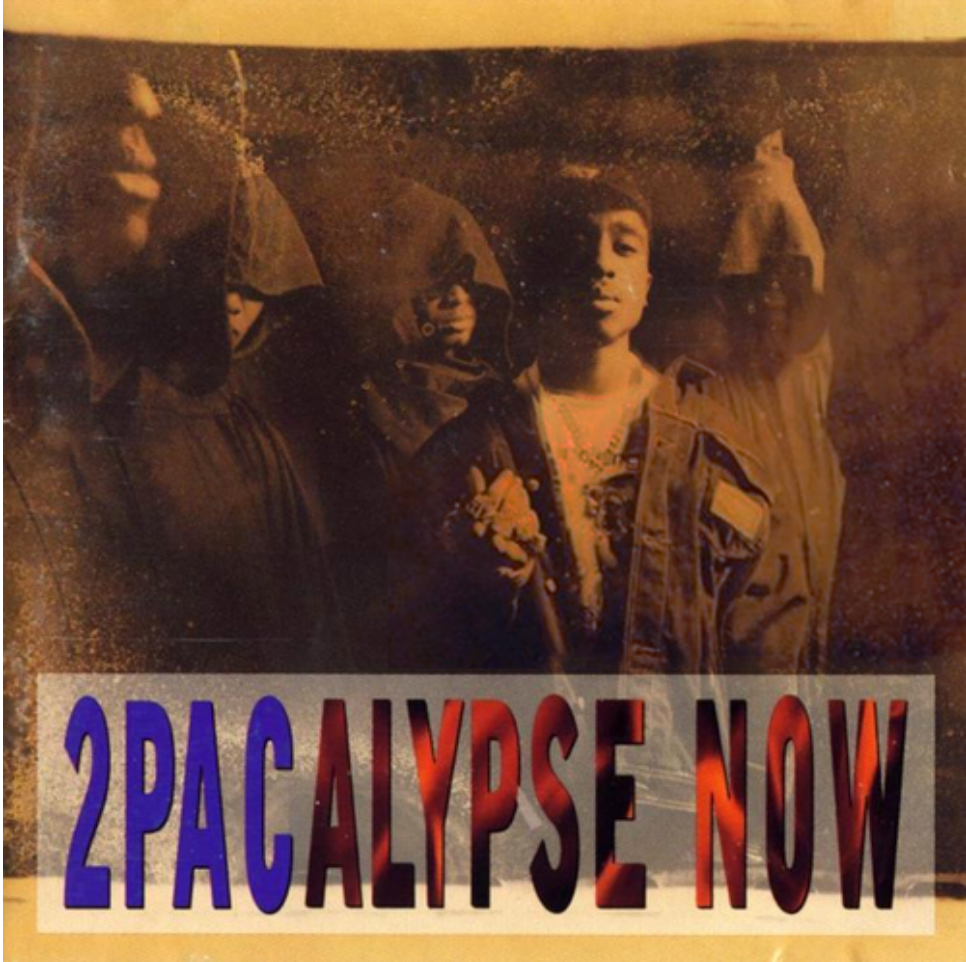
- *Tougher Than Leather* (1988). Run DMC
- *Colors* (1988) Ice T
- *New Jack City* (1991).
 - Mario Van Peebles (dir.). Ice T, Queen Latifah, 2 Live Crew
- *Boyz N' The Hood* (1991).
 - John Singleton (dir.). Ice Cube
- *Menace II Society* (1993)
 - Hughes brothers (dir.).
 - (Tupac and N.W.A.'s MC Ren originally cast in film)



Album Tracks:

- **Naughty By Nature:** "Uptown Anthem".
- **Eric B. and Rakim:** "Juice (Know the Ledge)"
- **MC Pooh:** "Sex, Money, and Murder"
- **Big Daddy Kane:** "'Nuff Respect"
- **Too \$hort:** "So You Want to be a Gangster"
- **EPMD:** "It's Going Down"
- **Salt N' Pepa:** "He's Gamin' on Ya"
- **Cypress Hill:** "Shoot 'Em Up"
- **Son of Bazerk:** "What Could Be Better Bitch"

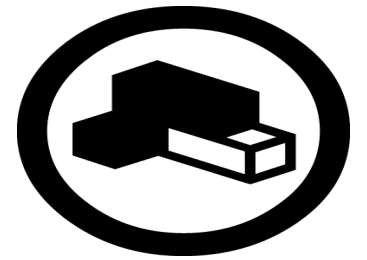
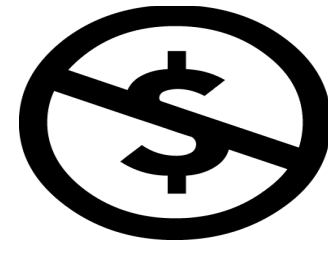
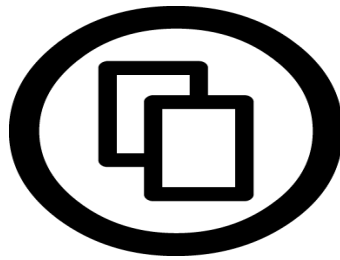
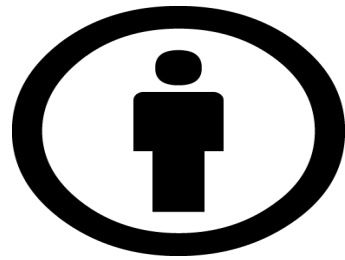
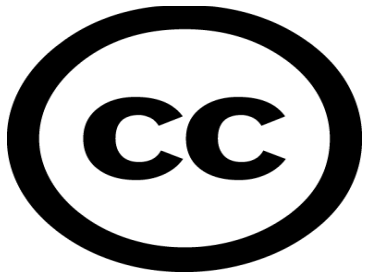
- Release Date: December, 1991. MCA Records
- **#17**, *Billboard* 200
- **#3**, *Billboard* Top R&B albums
- Certified Gold
- **Hit Songs:** "Uptown Anthem", "Juice"



Album Tracks:

- “Young Black Male”.
 - “Trapped”
 - “If My Homie Calls”
 - “Brenda’s Got a Baby”
-
- Release Date: November, 1991. Interscope
 - **#64**, *Billboard* 200
 - **#13**, *Billboard* Top R&B albums
 - Certified Gold
 - **Hit Songs** : “Brenda’s Got a Baby”, #23, Hot R&B/ Rap Singles; #3 Hot Rap singles

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